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BRANDING OF A SOLE JEWELLERY PROPRIETORSHIP

Thesis

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Title

Branding of a sole jewellery proprietorship

Abstract

This thesis addresses the issue of developing an image for a new company in the design field. The focus is on building an image for a small company, and developing aspects affecting its image. The goal was to build an image and design manual for a small company in the jewelry design- and manufacturing field. The design manual was made in co-operation with a graphic designer.

Design management and brand management theories were used during the process. Different aspects were considered separately, and the outcomes were then gathered and fit into the graphical image build.

Small companies in the field of design are very similar, and standing out is not as straightforward as one might think. In handmade products the similarity is even more consistent. A unique company image is an advantage that new, unknown companies need to survive. The steps leading to the image give the company a deeper understanding of itself and help in driving itself towards the wanted outcome.

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**OPINNÄYTETYÖ**  
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Otsikko

Branding of a sole jewellery proprietorship

Tiivistelmä

Tässä opinnäytetyössä kehitettiin yhtenäinen ilme pienelle perustettavalle yritykselle muotoilun alalla. Työssä keskityttiin pienen yrityksen ilmeen rakentamiseen ja siihen vaikuttaviin seikkoihin. Työn tavoitteena oli rakentaa yhden hengen korujen valmistukseen ja suunnitteluun keskittyneelle yritykselle ilme ja graaffinen ohjeisto, yhteistyössä graaffisen suunnittelijan kanssa.

Työssä peredyttiin muotoilu johtamisen ja brändin kehittämisen teorioihin. Eri osa-alueet jotka nousivat teorioissa esiin käsiteltiin ja tulokset kerättiin ja heijastettiin näkymään graafisessa ohjeitossa.

Yleisesti kävi ilmi että muotoilun alalla yritykset ovat samankaltaisia. Käsityöläisten keskuudessa samanlaisuus on vielä yleisempää. Yhtenäisen yritys ilmeen rakentaminen jo perustamisvaiheessa on kannattavaa paremman näkyvyyden ja tunnistettavuuden kannalta. Prosessi joka käytiin läpi työ aikana antoi myös vahvemman pohjan yritykselle. Yrityksellä on parempi ymmärrys omasta tasutasta ja tavoitteista jotka ohjaavat yritys toimintaa eteen päin.

Kieli  
Englanti

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Avainsanat

design management, brändäys, imago, pienyritys, uusi yritys

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## 1. INTRODUCTION

Thesis subject is developing an image for my own small jewellery company called Hopea Jaska. In the work the focus is on the management issues, and design management theories are used to develop the company image and to develop a design manual for all prints and packages. For a small company the company image is important with it company can be seen or not seen in the field. Image effects the business and when it is designed for the company the company has a better opportunities to grow and succeed.

The subject selected from my own interest to establish a company with solid image from the start. I want to develop the business to more professional direction. In professional field of design jobs are limited and I have bigger interest on actual working and developing by hands than working with computer all days. I will utilize my education to develop my hand craft jewellery company to stand out and have a bigger market in the future.

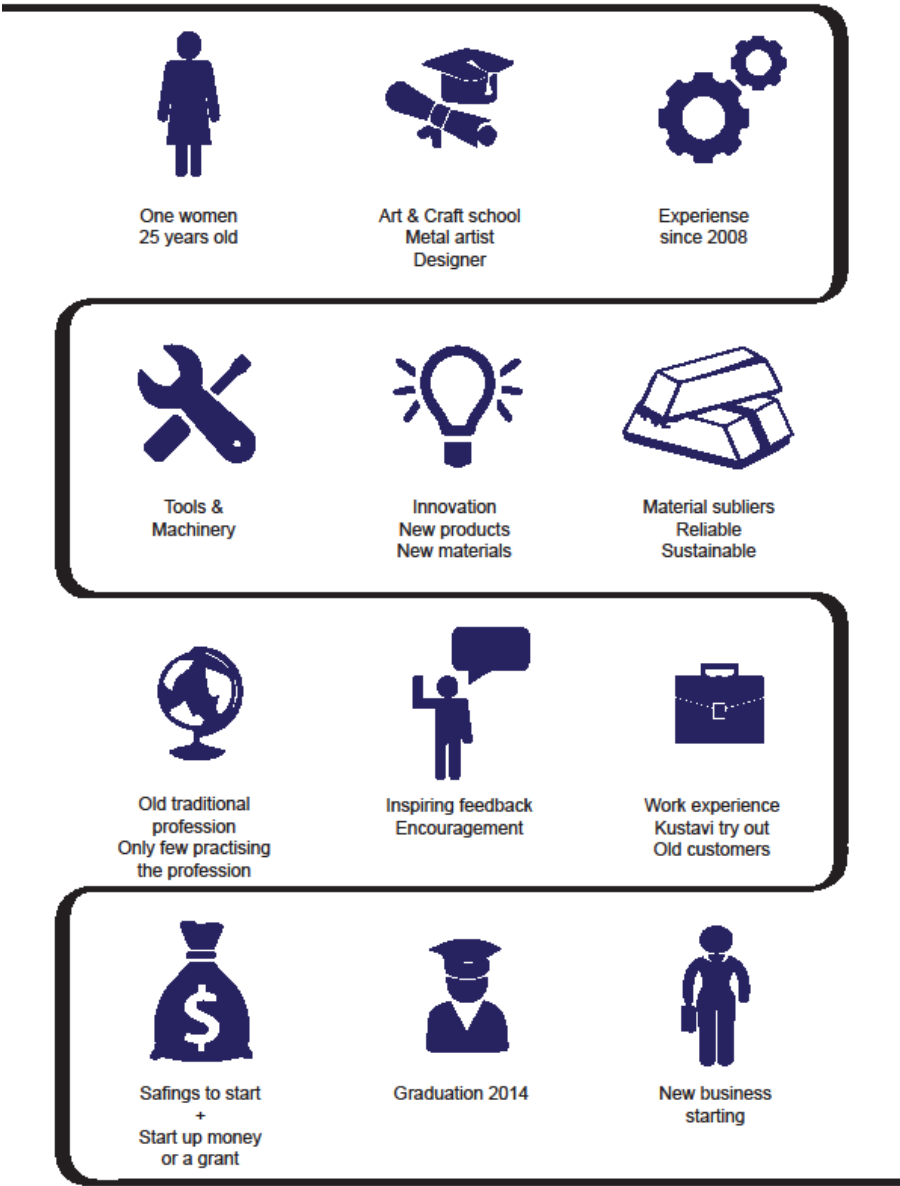
A closely related issue to establishing an image for my company is self-inspection, finding the inner wants, the driving goal and forming visualizations that simulate those values and thoughts to other people as well. One professional perspective goal is to recognize possibilities hidden in existing structures, personal qualities and locational strengths.

Goal of the thesis is to have a visual design manual and visual understanding of the company where the actual design manual is build from. Design manual includes different graphic combinations, logo, print manuals, graphics to fit; envelopes, letters, bills, business cards and samples for different packaging.

2. THEORETICAL BASE

2.1 Baseline

I have worked towards my own company for the last two years, and last summer I was working through my own name. I have a business plan that I have developed from the initial idea to a business model ground work in field of study is done. (Picture 1.)

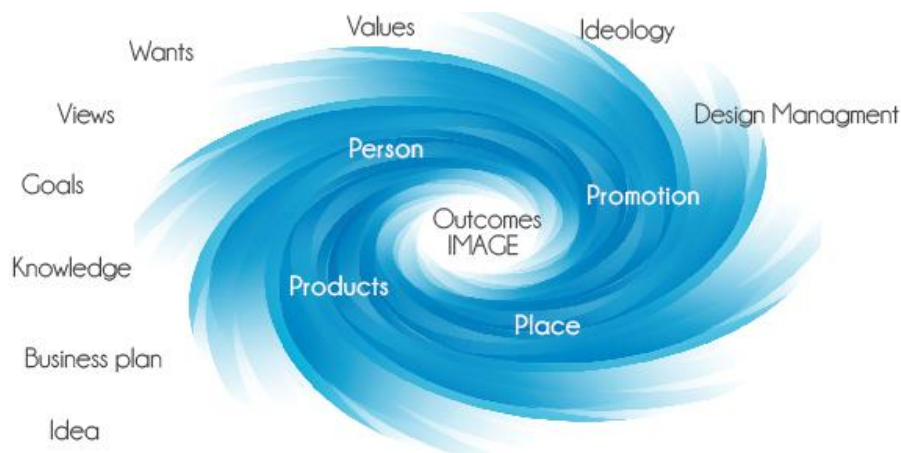


Picture 1. Business case.

During the summer 2013 I was in Kustavi Craft Village selling my own jewellery line. Kustavi is a island town where is located Kustavi Savipaja (clay pottery factory) and Craft Village. During the time I did not have my own business card, labels or packing that would reflect the products and values that I want to show to customers. I packed the jewellery in simple paper bags and cardboard boxes, without any labels; the idea behind this is that I do not want people to store the jewellery in those packages because the jewellery will be corroded by the oxygen around it. Instead I gave small mini grip bags with the packaging and instructions how to store and maintain the piece or any other silver ornament.

## 2.2 Framework

In framework I will explain steps in the thesis process, used methods and theories. (Picture 2.) Work will start with an analysis of myself, then one of jewellery, the company's goals and its future image. This gives a direction for a visual image that I will start building along the process. The analysis will stand as a baseline for choices that are made during the developing process. I will also ask for external feedback on the image, first impression and my own collection. I will analyse information and compare the given feedback to my own view of the subjects and form a more inclusive analysis.



Picture 2. Thesis process the design management process.

I will use Design management theories to have a more open view on the image development. Design management has different sub issues to think about. Peter Gorbin and Mark Oakley define design management as designing corporate management which sub fields are design, the design of a company environment and information design. (Jaskari 2004, 10.) Jens Bernsen divides design management in three parts: product, place and environment and communication. As the product is the basis of the company, place and environment should represent the product line and communication that includes all aspect related to business communication. (Jaskari 2004, 11.) Pasi Jaskari uses himself a 4x3x3 model that includes product, communication, behaviour and environment. Jaskari then gathers three key subjects under headlines and under key subjects three main features. In this model all workers even in a big company can understand the key aspects of the business and on their own input to improve their own work invest. (Jaskari 2004, 16-17.)

In many stages design management and branding terms are used to mean the same thing. In my thesis design management is used since I am starting a new company that does not have image among customers. Brand management can be used when an old company with existing brand wants to improve its brand image. I am building a company image and I will look deeper and more widely into the aspects around the company. Lisa Sounio describes brand as an image of a product and the product itself. (Sounio 2010, 24.)

I will develop a Design Manual in co-operation with a graphic designer. This design manual is going to fulfill the design strategy build during the process. The design strategy will guide the way and is going to also have guidelines for future product development. On the side I will develop views on what jewellery is and what it can be, and furthermore what show casing jewellery means to people. I will use my practical knowledge and existing research made in this subject. This inspection can open up new baths in the creative work, add and deepen the professional knowledge in the jewellery design field.



### **3. STARTING THE PROCESS**

The idea behind starting my own company was on my mind already after art and crafts school, where I graduated as a metal artist in the spring of 2011. I felt that I would still study more and see if there would be some other way to find a job in the art and design field than starting a own company. My studies have strengthened the realization that permanent jobs in field of design are limited and most companies are using freelancer designers to develop products and / or services. After so many years of studying I really wanted to enter the business world and start building my professional path in the field. I have a key interest in jewellery design and hand crafting jewellery. I have incorporated my design skills to the hand crafting process, and I now also have a deeper knowledge about the business field.

Hopea Jaska is a one woman company, manufacturing, designing and selling jewellery. I work better alone and when I am in control. Before I can develop the company I need to search for information about myself, my product, my wants and needs and also my future views when it comes to the company. In the next sub-sections I will focus on those aspects.

#### **3.1 Person**

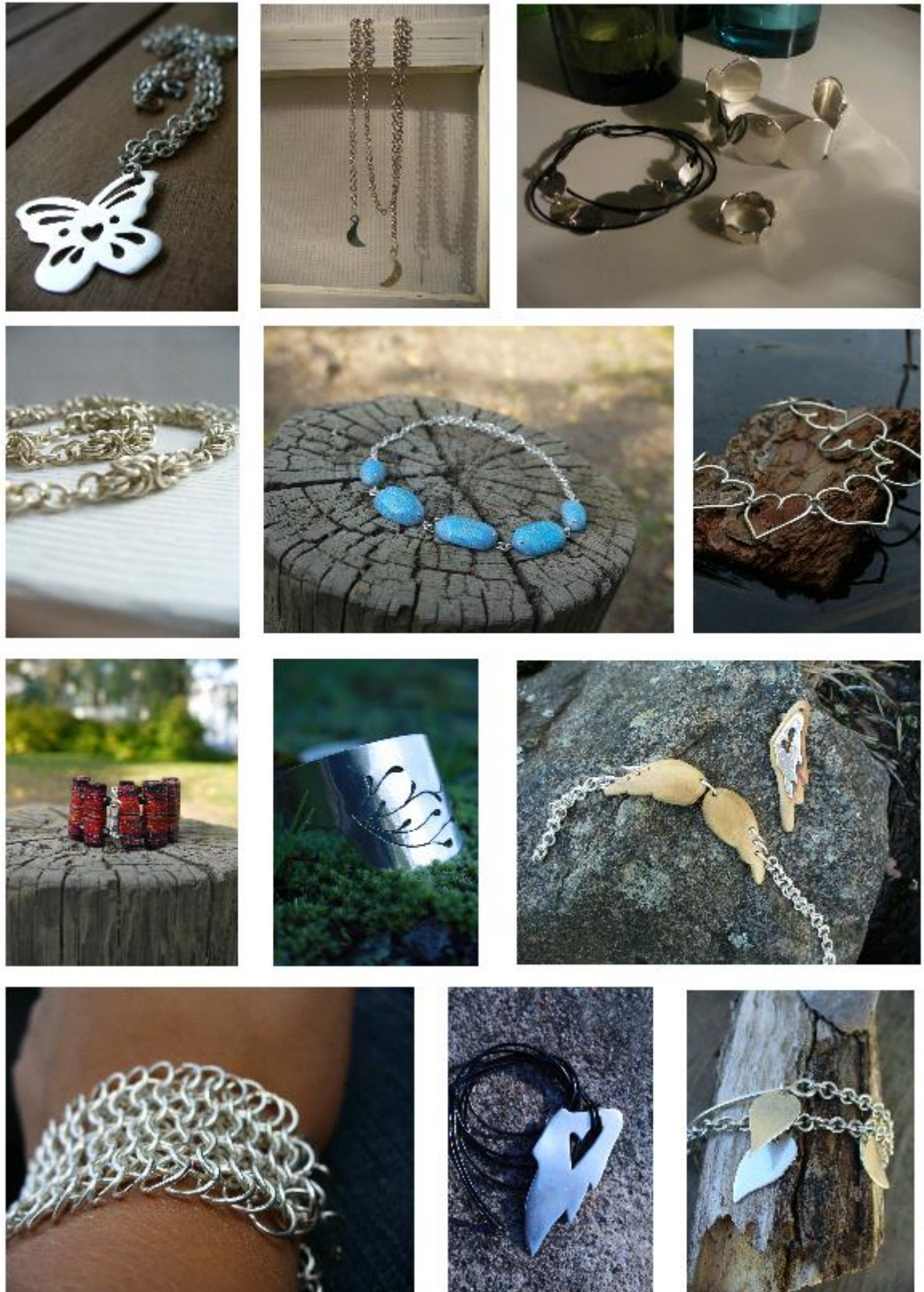
To gain knowledge about myself I needed to find different ways of getting deeper and more valid information about my wants and future views. I am the business but the business is not me; the company image is not same than my personal image. The company and I have a certain image that we showcase to customers, but the end image and reputation are reflections and views of the company. (Kortesuo 2011, 8-11.) I will reflect my wants to the company and I need to find out the deeper meanings behind those wants to be able to reason end image and steps to lead to that decision.

I know that the value of crafts and hand crafted items is one value that I want to corporate into the business. I think that the world that opens up, when traveling and transporting goods from other countries becomes all the time easier, which is affecting people to actually want local products, local companies and local knowledge. A study made in Finland shows that nine out of ten Finnish customers wants to know the origin of the product, and three out of four choose a Finnish product over others when they have a choice. (Suomalaisen Työn Liitto, Panos research 2013.)

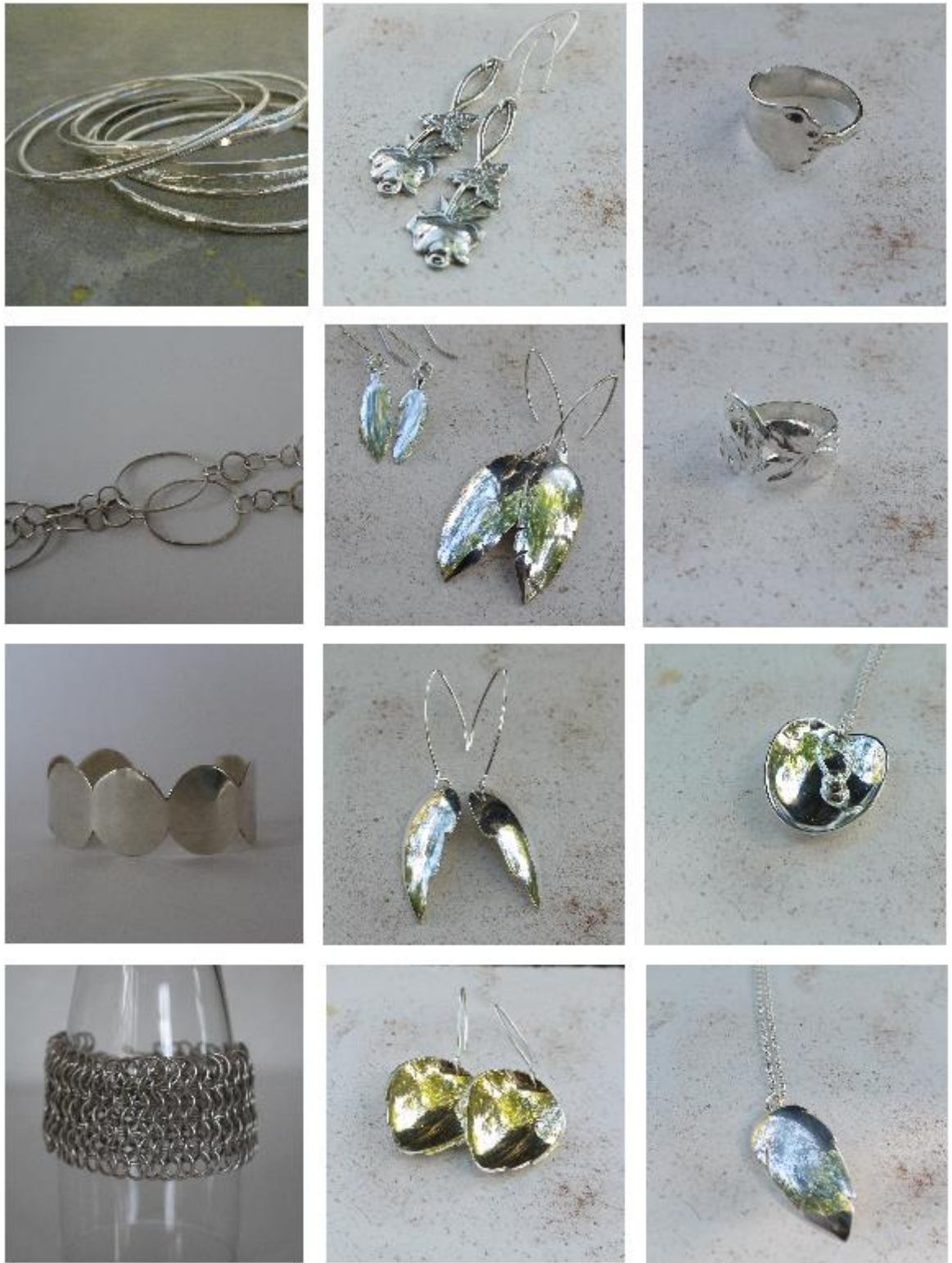
I am generally quite and little shy at first. I do not enjoy making speeches or pushing people towards buying things. However, I am a good promotional worker, I have a friendly but loud voice and I have the ability to persuade people to buy. I have quite good people knowledge and I can read people from their physical signs. I enjoy talking to others and I will share my knowledge if others are willing to listen to me. I do not handle personal stress that well and I have to find a new better way to deal the stress, and this thesis process actually can help me to focus on the stress relief aspect in an experimental way.

### **3.2 Jewellery**

I have collected pictures of jewellery since I started producing them in 2008. I have a large collection of different pieces in a variety of styles, since some of the jewelleries are school works. I have collected collages (Picture 3. and 4.) which showcase the variety of jewellery and my style, which is the line that I will continue with.



Picture 3. Old products.



Picture 4. New line of products.



My style is simple, and the down to earth pieces are versatile and can be used in different situations. My motto with jewellery is that the piece should be used in daily life and also during party time. It should be something enjoyable and memorable for the user. The memory behind the piece can be the person who gave the jewellery or the experience when it was bought, or the actual fact that the jewelry was something else before. I have a collection of jewellery made from old spoons; in these the actual shape of the spoon is not obvious. These recycled spoons are providing memories from childhood, e.g. the rose patterned spoons very commonly used in family celebrations at grandparents' house.

I selected old stamped silver spoons into my manufacturing when I got a selection of mix matched spoons and forks and I did not have any use for those. I started to develop a collection from those, and I placed them on sale in Kustavi, where they became a hit product. I then started to look to see if I could buy old spoons that did not have a future in their initial purpose. I encountered a traditional buy and sell store, and the owner stated that I could buy as many spoons as I wanted since he was getting those on a weekly basis. Furthermore, no-one these days buys those from him, they tend to up recycled, where they are melted and purified to their raw materials. In this process lot of old patterns are in danger of disappearing totally. By using old spoons in my jewellery I restore some of the old heritage that we have in Finland. In these stages I think it is important to state that I do not use collectables or very rare models if they are not ending up in the recycling process.

My jewellery is packed in packaging not made for storage. I do not want to people to store their silver items in paper, cardboard or plastic boxes; I want to show how silver items should be stored and how they can apply the knowledge at home with other items, get more use out of those, and also share the knowledge about simple storage that decreases the maintenance normally associated with silver items.

I offer paper packaging, and inside there is the jewellery in an air-tight bag with instructions on how to store it along with my contact information. This way I enable that my knowledge is shared, and the end user can choose how to act with the knowledge. In addition I offer a polishing knowledge to people, and I can offer

professional products to people as well as some inexpensive home techniques to try.

### 3.3 Professional knowledge

My professional knowledge base in jewellery manufacturing is from my previous education to metal artist in Mynämäki Käsi- ja Taideteollisuus opisto (art and craft institute). I had a very wide education in jewellery working mainly with silver under the guidance of the master goldsmith and designer Keijo Kinnunen, who has experience of over 30 years in metal crafting and jewellery making. In school we were taught to develop and manufacture our own tools, use wood and incorporate techniques from other fields elsewhere. For example, the basics of blacksmithing course taught me to use a hammer in new ways, and the result of that course was a tiara, necklace and bracelet collection (Picture 5.) to one girl for use in a Finnish senior dance performance. I have since used blacksmithing techniques in other pieces of jewellery and also develop new ones around those techniques.



Picture 5. Senior dance jewellery set.

I have at the title of a metalsmith. Metalsmith have a general knowledge of different fields in metal industries. Since I focused on my education on the jewellery making, techniques and silver as a material I have the skills of a silversmith. I could get the title and papers of silversmith by manufacturing series of products and those would be evaluated by a Masters of silver smithing. Silversmiths have the basic knowledge

of goldsmiths but not as deep background on different techniques. Silversmiths are also able to produce objects, like bottles and cups, where the goldsmiths are more focused on jewellery making. I could get the goldsmith title and papers also by manufacturing series of jewellery and evaluated by Master of gold smithing.

Since graduating from Mynämäki I have developed my skills in drawing, and developing the ideas to paper. I have also gained knowledge about different computer programs and I have developed my skills to incorporate that knowledge into jewellery making. Since I do not want to start printing out pieces of jewellery from a computer I still can use programs to build a model and test different structures in screen first before wasting hours and days to making failed prototypes. The most useful knowledge I have gained is in brand managing, design managing and in the business field. I have developed from worker to owner of a company in my mind.

### **3.4 Company**

Hopea Jaska is a new company. I have done groundwork for the company and tested the company concept during the summer of 2013. I got a lot of supportive feedback from customers and visitors; many were asking about my shop's location and future plans. I had customers over my expectations, and I think with improvements and visual cohesion I can achieve an even bigger market share.

I have used white packaging materials since that colour is not commonly used in craft field and I think white is clean, pure, fresh, modern and modest at the same time and those word are in same level than my values that I want to achieve. In the developing process I will also focus on other colours, colour combinations, and associations with certain colours in colour research.

I have establish customers before building a company. I have the tools, table and knowledge; just a place for manufacturing and selling space has been missing.

### **3.5 Values and ideology**

In the business plan I have staged that craft work and appreciation of crafts are important values that the company is going to show. Other more concrete values are down to earthy appearance, and a welcoming place that is easy to approach. Altogether, everything should be simple and in a way modest. Pieces of jewellery, manufacturing in the selling space and the stories behind the products are important to the place, and everyone walking in should realize that without further guidance.

Hopea Jaska is continuing the education and knowledge sharing path that I have started on a personal level. Hopea Jaska will have a conversation with clients and not be a direct selling company. I will share my knowledge no matter whether the person is buying or not. I will help when I can and offer some insights on craftsmanship so people of today can value the done work and notice the quality of crafted jewellery.

## **4. DEVELOPMENT PROCESS**

Initially I modified business plans and clarified the values, ideology and goals. I searched for deeper knowledge about branding, design management, starting a company, tutorials, typography and different business strategies. With a deeper knowledge base I compared my business plan to design management theories and business strategy theories to view the places where modification and development is needed. Design management theories gives different subjects to explore and develop to get the maximum benefits. I selected to focus on location, space and environment, products, people and on communication aspects. Communication and people would be seen as separate since I would want to form a look to support the company's values for the person and communication strategy for the whole company which might not be a one person company for ever.



I started the process by doing a SWOT – analysis about the company at this stage and saw if I could find in that way some issues that I need to address in the upcoming developing process. (Table 1.)

<b>Strengths:</b> <ul style="list-style-type: none"> <li>– Knowledge and know how</li> <li>– Existing collections</li> <li>– Existing customers</li> <li>– Existing tools, materials, work space</li> <li>– Contract with one place to sell products</li> </ul>	<b>Weaknesses:</b> <ul style="list-style-type: none"> <li>- Lack of knowhow in finance area</li> <li>– I do all by myself</li> <li>– No company image</li> <li>– Me as a person?</li> </ul>
<b>Opportunities:</b> <ul style="list-style-type: none"> <li>– To promote the value of craftsmanship</li> <li>– Unique products to customers</li> <li>– Local production</li> <li>– Unique pieces, showpieces</li> <li>– Oitbacka's location near capital city and main roads the development plan for the future</li> </ul>	<b>Threats:</b> <ul style="list-style-type: none"> <li>– Other craftsmen</li> <li>– Fiskars area</li> <li>– Weak image, wrong message</li> <li>– Financial situation in Finland and in the World</li> </ul>

Table 1. SWOT analysis.

This SWOT – analysis gave me the idea for the upcoming work and where to focus. In the eights subject I will find a deeper knowledge and develop the company from there. Image building is going to happen later when I have found answers to some key questions such as why those values. What to communicate to the customers and how to show the wanted image.

## 4.1 Design Management

To start I covered my view on design management, since in the field there are so many different views on it. I saw design management as a whole face lift for the company, and if all aspects are not covered the outcomes are not adequate. A mixture of different theories suites best my purposes to develop a company image. Jaskari's 4x3x3 model is a good simplification (Jaskari 2004, 16-17.), but I wanted to seek deeper than just a model that is about key subjects and features. I focused to finding theories involving the different aspects of design management: person, environment, communication or behaviour and products. After focusing on the different aspects, outcomes are combined and the overall results seen.

I will also see other theories side of design management. I will search for deeper knowledge on eights subject; place, person, product and communication. For example I will use yourself developing guides and branding yourself guides to develop myself to co-operate with the company image.

### 4.1.1 Person

I can not think of myself as being separate from the company, but the company can be separate from me. How could I develop myself or should I just enhance some qualities that I have and minimize some bad qualities? When it comes to knowing oneself, it is not such a straightforward subject that one might at first think. I have values for the company and for myself, but what are actually the reasons and ideology behind those values? I used some simple theories in the way to reason those aspects to myself, find more depth, and look the subject in a different way.

Initially I attempted to self-reflect using a simple list of questions, introduced by Korteso, to help reason my ideas. (Korteso 2011, 24-25) I made initial answers to the questions and afterwards I asked my friend, my sister, and my fiancé to go through them with me. I got deeper answers with them and I found out some

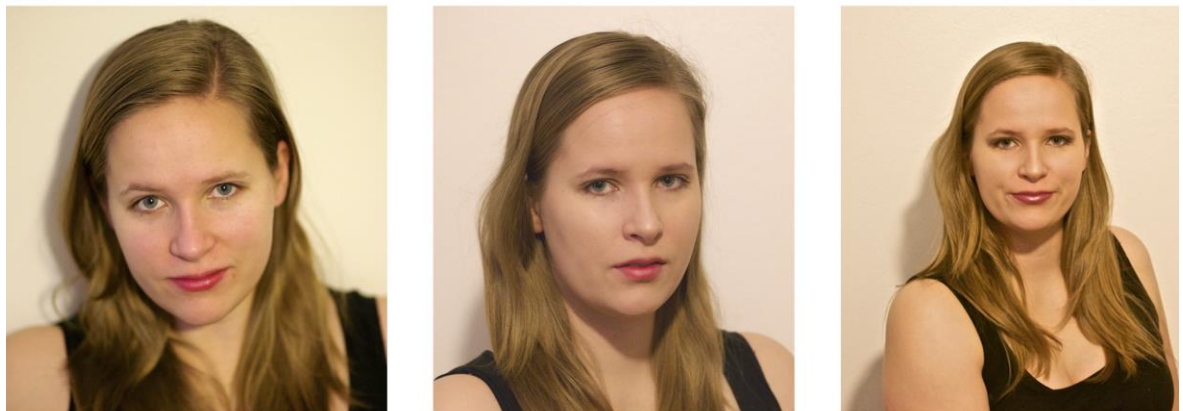
contradiction between the answers. I want that the company is open, but I have a hard time to opening up to people. I think that the next step forward in this subject is when I establish the company's own pages in social media and of course the actual web pages for the company. I will add information about myself there as I feel comfortable. That way I can control the amount, quality and quantity of the information that I will share. Of course I cannot control information that others release about me, but that is reality in the business world. I do not try to become a celebrity, but public presentation cannot be totally avoided if I want more customers and recognition in the field of jewellery design. I noticed during this inspection that I still like the attention when it is directed towards my jewellery and my work and not when it is towards myself. I am a very private person and I do not want to distribute my personal information anywhere. (Appendix 1.)

In the business plan I stage that most important values are approachability, simplicity and appreciation of craftsmanship skills and local production of products. I attend to achieve the last part by sharing information, showing and educating people about the work needed to achieve a handmade product. I think that my personal qualities are suitable to the model that I am building. I am a quiet and quite shy person, but I am still open and able to get along with very different people. I like to share my knowledge and educate people about things that I know. I will rather be quiet on things that I am not sure about or I do not know that much about to avoid giving any false information. I like to be in the background and let products stand out. Written text is not my strong point in any language, and I can lose my words from time to time, but I always try to explain my point and to not just be a wallflower. I am easy going and friendly so customers can easily talk to me. I am down to earth and I do not stand out from the customers. I will have dialogues with customers rather than making a straight forward selling speech. All of these existing features can be utilized in my business.

Additionally I searched for some information about first impressions. During the thesis process I learned and understood that clothes do not make the person, and a first impression is better when a person feels comfortable and is her or himself

rather than trying to be something else than they naturally are. In *Brändikäs* the author states that knowing yourself and utilizing what you have is the most important, clothes can make person feel comfortable to show who they really are. The same kind of lesson is in the book, *Tee Itsestäsi Brändi* (Make Yourself a Brand); importunes of dressing up is fitting, comfortableness and usability rather than dressing up too fancy. (Kortesuo 2011, 17-18) Since I will work during the shop's opening hours I need to have clothes that suit the place, are comfortable and at the same time are professional looking when I make a sale. I like colours, and colours are one way to stand out from a black, white and grey loving designer crowd.

I made different clothing combinations and I had a picture taken of me and from those pictures I asked opinions from a random selection of people in a couple of different places. I had three face portraits: myself without make up, with light make up and with darker make up. (Picture 6.)



Picture 6. Face collage; No makeup, light makeup and stronger makeup.

I normally do not wear any make up, I feel that skin is better without it, but sometimes I put something on just to make a little bit more professional and grown up impression about myself. I learned that most people did not care if I had make up on; most comments were related to how good my skin looks and how they like my natural look. Most people said that with light make up, my eyes were more interesting and warm. Over all I learn that make up does not affect the personality at least in my case, and I can feel good about myself as I am.

In the second part I had four different outfits and I asked same group of random people about their first impression of those (Picture 7.).



Picture 7. Outfit collage.

Here I got more answers related to the actual first impressions. A only given information about the person for the people was that I am Heini Jaska, a jewellery maker. People gave answers based on that information. I learned that the own style of the person answering was affecting the first impression a lot. I learned the key in a first impression is to know oneself and feel comfortable. It is impossible to please everybody. It is more important to appear as a person than act as something one is not. Shortages are reality, and authenticity speaks to people; real people are more interesting than a person who acts to be something that they are not. (Fried J. & Heinemeier 2010, 182-183) This insured that I should not even try to act something other than who I am.

During the self-reflection I also came across with the fact how a name and its usage affect a situation. An unusual name is beneficial, and a person should use it (Kortesuo 2011, 15-17). At this stage I started questioning my company name since I can state that I have a unusual name. I was intending to use just my initials and then word jewellery in Finnish, but after looking into the name subject I realized that it would be stupid not to use my interesting name since it is always an ice breaker if I need to introduce myself. Jaska is a typical nick name for a boy, and there are only 12 persons in Finland having Jaska as a surname. I then tried out different word pairs with Jaska, and I ended up with Hopea Jaska in which is using my name.

Name Hopea Jaska is not restricting the products to be my products, in future I can have others to work with me. After a long period of time and questioning the name over and over again I made the decision to modify the name of the company. Since the initials are the same I was able to agree the name even easier. I was battling with the name because in my ear it sounded a bit hillbilly-ish, and I want to be more classical and elegant than that. When asking about the impression of the name from others, they did not see the same hillbilly quality that I had. When I pointed that out the quality they noticed it but felt that the impact was not as large as I had believed. This assured me enough to use the name. I searched that the name Hopea Jaska is not registered company name or marketing name for any other company. On November 19<sup>th</sup> 2013, the name Hopea Jaska was not registered according Finnish Patent and Register Administration. (<http://www.ytj.fi/yrityshaku.aspx>)

#### 4.1.2 Products

To understand my own product history I collected pictures, existing products and sketches and examined different qualities, styles, techniques and material combinations. I also get external feedback on existing pieces of jewellery from potential customers and I analyse the answers given. In the end I will compare the results and see how my own view difference from my potential customers views.

In picture 8 is show cased some of the jewellery pieces to see the spread of the different elements.



Picture 8. Variety of styles in products.

I then collected a different adjectives with 11 different pieces I compared the different aspects. In figure 1 I showcase results of my own view that shows the distribution of different aspects in my jewellery. This examination gives some grounds for myself to evaluate the products.












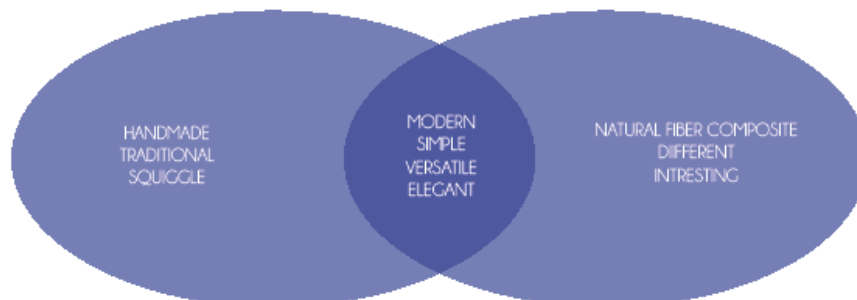
											
Handmade	4			3	6		4		4	4	
Traditional				1		4					
Textured								1			3
Elegant		4	2		1	2	3		5	5	4
Ordinary	3	3			2	1		3	3	3	
Squiggle			1	2			1				2
Clear	1	1	4		4				1	2	
Modern	2	2	3		3	3		2	2	1	1
Glossy		5							6	6	
Fancy				4	5		2				5

Figure 1. My jewellery and feature comparison.

In addition I made a word is free survey on my jewellery I show cased the jewellery for different potential customer groups, one being 18-25 year-old, another 25-50 year-old women. Open word survey was made so participants were able to say what they felt and saw when looking the pieces of jewellery. This open word survey gave to me an idea of how others see my jewellery. Something that I thought as traditional someone else thought of as sleek, interesting and modern; this opened my view to the existing pieces and to some techniques. An open word survey was made in the way that people were able to comment on a certain piece, but also the whole collection that was shown. People answered anonymously with post its, and they placed eight beside to the jewellery or gave a general comments about all the pieces. In picture 9 I showcase the result I got after analysing the words and reflecting on results to my own view regarding this subject.



Picture 9. Comparing my own view to potential customers view on my products.

The clear unity with my own view with the study group is in the modern, simple and versatile use of the pieces. Interests towards natural fibre composites, especially the colourful ones were getting more interest than I was expecting. Plastic is most times seen as a cheap material and not normally something used by craftspeople. Natural fibre composite is different in that way that it is self-made, and raw materials are familiar to most people. The most common issue with the pieces were that the “red thread” was missing, and too many mismatched pieces were shown. I have developed a collection, but they were lost in the volume of other products.

Consideration about my products let me to consider also about what jewellery is, what it could be, and what it should be. Jewellery is associated with decorating oneself and adding extra objects to an outfit. Pieces of jewellery are normally bracelets, necklace, rings, earrings, brooches, tie clips and cufflinks. Other objects attached to the body that are not normally called jewellery are attached to the hair, such as bands and brooches. Actually those pieces could also be called jewellery. Tiaras are on the other hand jewellery, and those are placed in a same way than hairbands. I even have one hairband made out of felt; I would consider it to be more a hair jewel than a band that works on the purpose that band is meant. Decorative hair pieces could be added to my product line. Brooches are not used as much in these days, and introducing of a new type of brooch with new possibilities could attract younger customers. A brooch is thought of as a clip that holds a scarf in its place or is placed on a blazer. Today, a brooch could be utilized in so many different places, such as in place of a over sized safety pin to hold a sweeter closed.

Showpieces are fun to do, but most times they are not selling to regular customers. I think a basic collection is more rational than a collection of show-off pieces; however, at the same time a couple of show-off pieces make the collection more interesting. A company's first collection will have some of the old models, and new models develop to suit as a set with old products. More interesting and new pieces stretch the meaning of jewellery. I have a lot of new ideas to build for a new collection just because of the inspiration that I have got from this process.



Sometimes forced development is necessary and results can open one's eyes in a ways never expected.

#### 4.1.3 Place

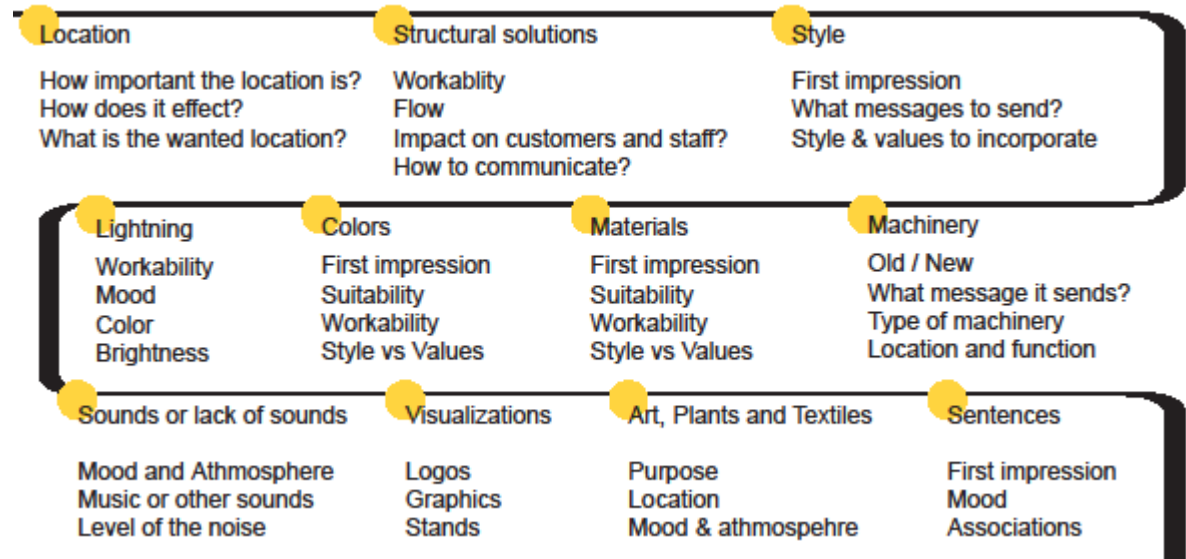
Place in this case is divided in different parts as, the location, the environment outside and inside and the actual space. I have selected the location to be in Oitbacka in this thesis work but after it might be changed. Oitbacka is a historical mansion with large parks, fields and many buildings the place is located in Shout Finland in Kirkkonummi. (Picture 10.) I explore the other options in the area and consider the qualities and reflect them to my values.



Picture 10. Oitbacka Mansion and surroundings.

Oitbacka was selected because I have a knowledge and recommendation to Oitbacka's mansion. I have not yet made any agreements since I have not yet established the company. I do have other similar solutions if I do not get facilities in this stage from Oitbacka. Next summer 2014 I will be working in the Kustavi craft village, which is a very similar place and I can adapt my business concept there too. In this thesis I will use Oitbacka as model example. Different environment elements effecting the company are gathered into a large list and from that list company

selects what they want to focus on and what to discard. (Hämäläinen 2004, 143-150) I made my consideration of all the aspects and I arranged those in importance order to my company. Then I focused to consider the key factors in the actual space. (Picture 11.)



Picture 11. Environmental aspects to consider in developing process.

In addition I took account points shown in *Rework* by Jason Fried and Heinemeier Hansson David. When customers have the opportunity to see what happens behind the scenes they are more willing to buy products on a price that is offered for them. People are interested in how something is manufactured and they will more easily come back and also suggest the place to a friend. The customers associate the business to the personnel, and a new communication line is opened by revealing secrets. (Freid J & Heinemeier 2010, 179-180)

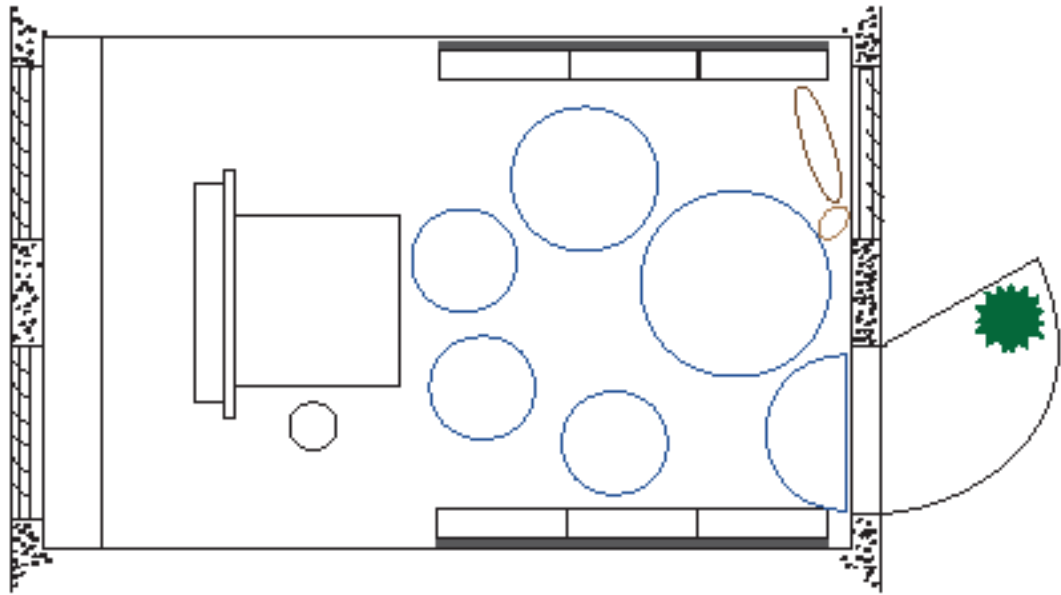
The Oitbacka mansion is located in Kirkkonummi, which is a city in a region called Uusimaa, where about 30% of Finland's population can be found. Uusimaa covers only 3% of Finland's land, which makes it most densely settled region in Finland. The capital city of Helsinki is located near Oitbacka, public transportation is well organized in this area and tourists are common. Oitbacka itself is located near ring road 3, only 5km north from the road, which is the biggest road around the city of Helsinki. Helsinki-Vantaa International Airport is also located on the ring road 3.

Fiskars Village is the biggest competitor in the area. Fiskars Village is larger area with a solid background in craftsmanship. Because it is popular for tourists to visit there is also a lot of companies that are not producing products through mass production rather than using craftsmen. Big brands have taken their place also in the village. The area is larger and shops are divided around the area; the main street and Fiskars museum are the main attractions, and shops outside of that area can lose customers due to the long walking distance between everything. Fiskars Village is also located much further, a total of 90 km from Helsinki city center, than Oitbacka in Kirkkonummi, which is only 30 km from Helsinki city center.

Oitbacka is a developing mansion, and the private owner of the mansion wants to develop cultural tourism. Oitbacka has a long history, it was built in sections and the mansion was once part of the Espoo Mansion, but the Oitbacka's glory occurred when Nikolai Kiseleff bought the place in 1859. He built new buildings like the new mansion house, a cow house and a horse stable. Since Kiseleff passed away the mansion has gone to family and is now owned by the Salenius family. In a latest attempt to increase visitor numbers, some of the old buildings are transformed into modern use. In the old cow house new facilities for different meetings and conferences but also for facilities for one carpenter to work and manufacture products can be found. A soap factory, a gallery, a window repair workshop, a mirror factory, a furniture repair workshop and a newly renovated blacksmith workshop are all found in the area.

Old facilities and surroundings affect also the image what people are building about my company. The traditional surrounding suits my company perfectly, and since surroundings are traditional and showcasing craftsmanship I can have a modest interior and focus on the jewellery. Modest in this stage does not mean plain white and simple, traditions and craftsmanship is going to be shown in inside as well. A handmade goldsmith's table and other wooden accessories are highlighting the traditions inside in a more modern and simple way. The space is open, chemicals and machinery are going to be located behind a partition wall in a way that customers still can see what happens in those facilities but can not walk and injure

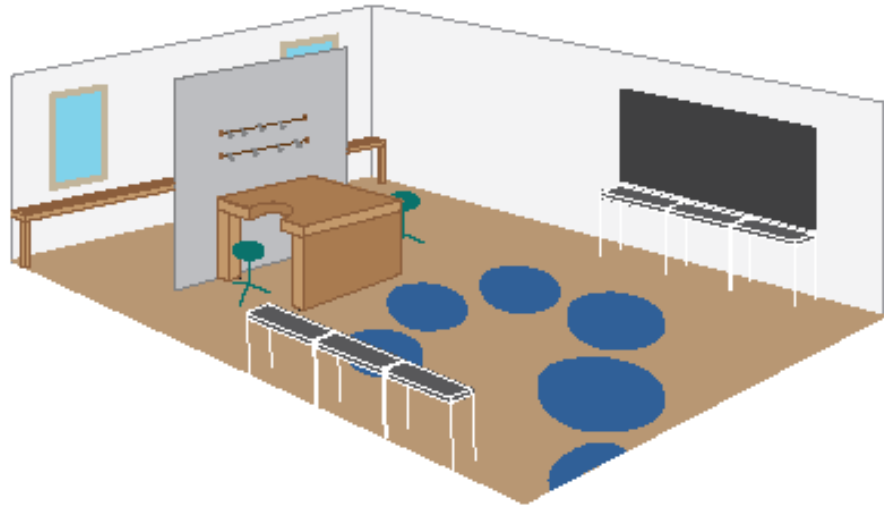
themselves on the machines or chemicals. Most pieces of jewellery are showcased in wall and some in a glass cabinets made out of old windows. This access to try out the products is part of being open, easily approached and welcoming. More welcoming soft features are rugs and bench where traveller can sit down and have some fresh water after walking around the mansion yard. Interior lay out plans are shown with details in Picture 12.



Picture 12. Interior layout plan.

People walk around the mansion yard bypassing different buildings. In front of my store plants are welcoming the walker in to the modest shop and manufacturing facilities. Painted white or light grey walls, old hard wood floors and wooden furniture are modest and Scandinavian background for the company to showcase jewellery and I to show my talent. A traditional wooden jewellery smith table dominates the space when a person walks in. Circular rugs on the floor guide the walker around the room and back to the door. A worker welcomes the walker in and at the same time suggests a walk around and to ask questions if they have any. Informational texts on the walls give more to a shy visitor also the text give understanding about pieces of jewellery and story of spoons, how and why the silver spoons are used in the jewellery. A person can grab a card with them and see the same stories in the web page and continue following along there. When the visitor is

leaving the worker always says goodbye to them. For more clear understanding of the space the interior layout is visualized in picture 13.



Picture 13. Three dimensional room view.

The space has to have a good working lightning since the work is very detailed and small. Tools shown in the main room include hand tools, some of which are old. In the space is also a gas bottle and hose so customers can see the process of soldering or melting. The gas bottle is located underneath the table so it is not visible for the customers. Overall, the atmosphere is relaxed, warm, welcoming and cosy. Wood surfaces, old tools and the on-going work are traditional features that give experiences to the person walking around the shop. (Appendix 2.)

#### **4.1.4 Communication**

Communication is thought of as sharing information, thoughts or messages. These can be done through visualization, signals, writing, speeches or behaviour. These all can be in different channels such as social media, in person, on phone, by e-mail etc. Hopea Jaska will establish a social media site and a blog based web page which will be constructed after this thesis work is completed. A blog based web page was chosen because the company's values are easy approachability, and

through the blog the company can share and give knowledge about the functions going on in the shop and work space. Interaction with customers is key to have a successful business outside city centers. Blogging, reading and following is made easy these days. Social media can spread the information rapidly and around the world. Since I will be working in a cultural attraction some of the customers are going to be tourists, and I want to share same information also in English to promote even more myself and values of craftsmanship in the modern world.

A small company like mine needs to remain updated all the time, but I need to follow myself rather than others or I have no time to renew and develop my own ideas. In *Rework* the authors stages that in any business you should not follow others. If one does that they are not creating anything new but rather repeating what others have already done when the product or service is already old. It is more important to focus on the own product and service rather than following others all the time. (Fried J & Heinemeier 2010, 153-197)

I was intention to develop some models that I could use when communicating with my customers. After evaluating my values and thinking about the given look when using readymade sentences, I realized that I need to answer to the person as a person and readymade sentences would not achieve that and in the end I would not be that welcoming and down to earth business. I can have couple of mistakes here and there that makes the letter, e-mail or phone call more human. Every situation needs to be taken care differently and looked into as a single subject since a premade message do not convince anyone. It is better to address the situation in person rather than machine, and the person yelling can in the end understand the situation and be happy about the result of the conversation. If you are not trusted no words can help the situation. When a company is small it should sound small also to the customer, and this is not a bad thing. Customers are getting person to person service in a shop and during a crisis. It is important is to answer a person no matter how big the company is; that way the company is building trust and showing that the single problem is taken into account by a person. (Fried 2010, 231-239 262-263.)

My goal is to ensure a welcoming and easy to approach attitude that the company offers in the shop to be seen also in customer feedback and questioning. By ready written answers I can not achieve the trust of the customers which is important in my concept. I can practice my written language and mistakes make me a human. I can win the customers on my side by just answering as a person and dealing the problem together with the customer. Of course there always will be unhappy customers, but if they can not understand the explanation I am giving to them, I may not be the right company for them, and it may be better if I can suggest a competitor. I need to be careful not to overdo the explanation. If a customer is willing to listen they will modify their decision in one way or another. However, I can not win all to my side.

#### **4.2 Outcomes on the different aspects**

Down to earth and simplicity are important values that are shown in my attire, communication and in the general interior of the shop. My products are simple and versatile, the shop is modest, and customers can see the manufacturing happening in the shop. Graphics should reflect the surroundings but also be a little bolder to stand out and have an impact on people so they later remember the atmosphere in the shop from the card, catalogue or packaging. Uniform and simple graphics that recur in different prints are the desired features I try to use to create the image I want. I like to dress up and use colours in my outfits. I am modest and I do not need extra attention even though I like getting attention relating to my work not myself.

Traditional and old facilities are the features in my business concept that I would prefer. The place may not have to be right now the Oitbacka mansion, but when they develop the area even more I like to see myself in there. The Fiskars area is located further away and is in Finland seen as an epicenter of craftsmen and craft knowledge. In there is big brands and large number of craftsmen using mass production techniques. For me the craftsmanship and values around it are more important than the actual location. I don't need to be in the epicenter of craftsmen, I

rather go somewhere else and provide the experience for others in other places also.

Down to earth-thinking and simplicity and the basic aspects that the customer will see in all stages of the visit. Easy to approach and welcoming are other words that recur in space design and communication. Customers and followers should feel a personal connection with the company.

#### **4.3. Visualization**

Visualization is a big part of this process. I needed to find a graphic designer who is able to understand me and pull out an image that represents my values, ideology and products. I requested eight offers from different graphic designers specializing in image building and managing corporate images. I got four offers back and all of those were very expensive to fit into my budget. I selected another road and I used my existing contacts and found some graduated students and other graphic designers who could do the visualization. In the end I can build the lay outs when I have some existing vectors and I have the needed skills to modify those since I have studied graphic design and design programs during my education. I just do not have the knowledge to do the graphics from the start.

I contacted a company that I have previously done some co-operation in the field of event planning and managing. I made interior and space planning and I had a co-operation with a graphic designer who made posters, flyers and web pages for their events. The quality of the graphics was excellent, and co-operation was smooth between us. I reached out to ask about an offer from him and he offered to do what was needed at over 40% less than the companies specializing in building these images. In my case I have financial restrictions, but on the other hand I have larger knowledge about companies that need everything made ready in a format that they can handle.



Co-operation with the graphic designer started with an interview and he gave me a bunch of word lists that I needed to go through so he could evaluate my values and my view on different words. Since returning those lists he wanted me to do a mood board and a word board where to reflect on the image that I wanted to build. (Pictures 14)



Picture 14. Mood board

The mood board consists of two sections, one white and one colourful, and the linking feature is the simplicity and focus on details. The swing picture represents experiences and joy in doing what you do; other pictures in white are pictures of calm and simplicity, down to earth and attention to the fine details. Details are important in my jewellery; when the line is simple the finished quality needs to be even more polished than in a very complicated piece. In the colourful section I have also very simple pictures, having also a calm and interesting feel. Even though I like a very minimalistic colour scheme, with whites I prefer something popping out in a fun way. This is something that I like the graphics to show since my jewellery line also has some colourful natural fibre composite pieces and I will continue to

produce these. The word board (Figure 2) is a collection of words and small sentences that represents the company's values and ideology. Down to earth but unique and easy to approach values are the most important to consider while developing graphics for the company.

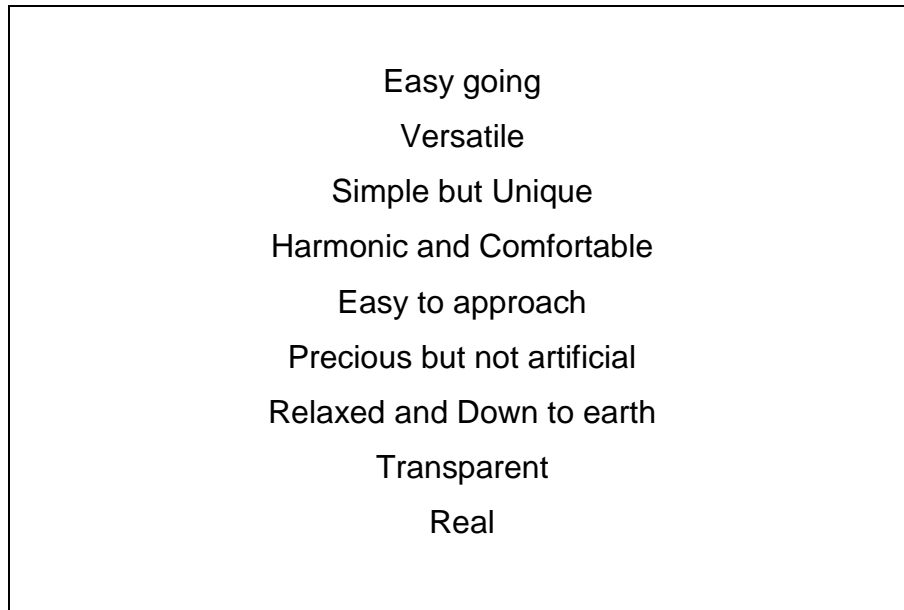


Figure 2. Selection of words to describe the business.

The graphic designer worked on his own; however, we had evaluation meetings and I cleared some matters up for him. I searched for colours and looked at recent research done in colour associations in different cultures. I read general information on the internet and through that I found some literature to read. The research done in that field has a long history, and different cultures have very different associations with colours.(Helsingin Sanomat 13.11.2009) I wanted to find a simple, elegant and respectable colour that suites my company goals and values. Since my business is based in Finland and my target customers are Finnish, I focused on cultural aspects and literature written about the subject. My goal is to be welcoming and easy to approach. With that in mind I determined that the general colour scheme should be warm.

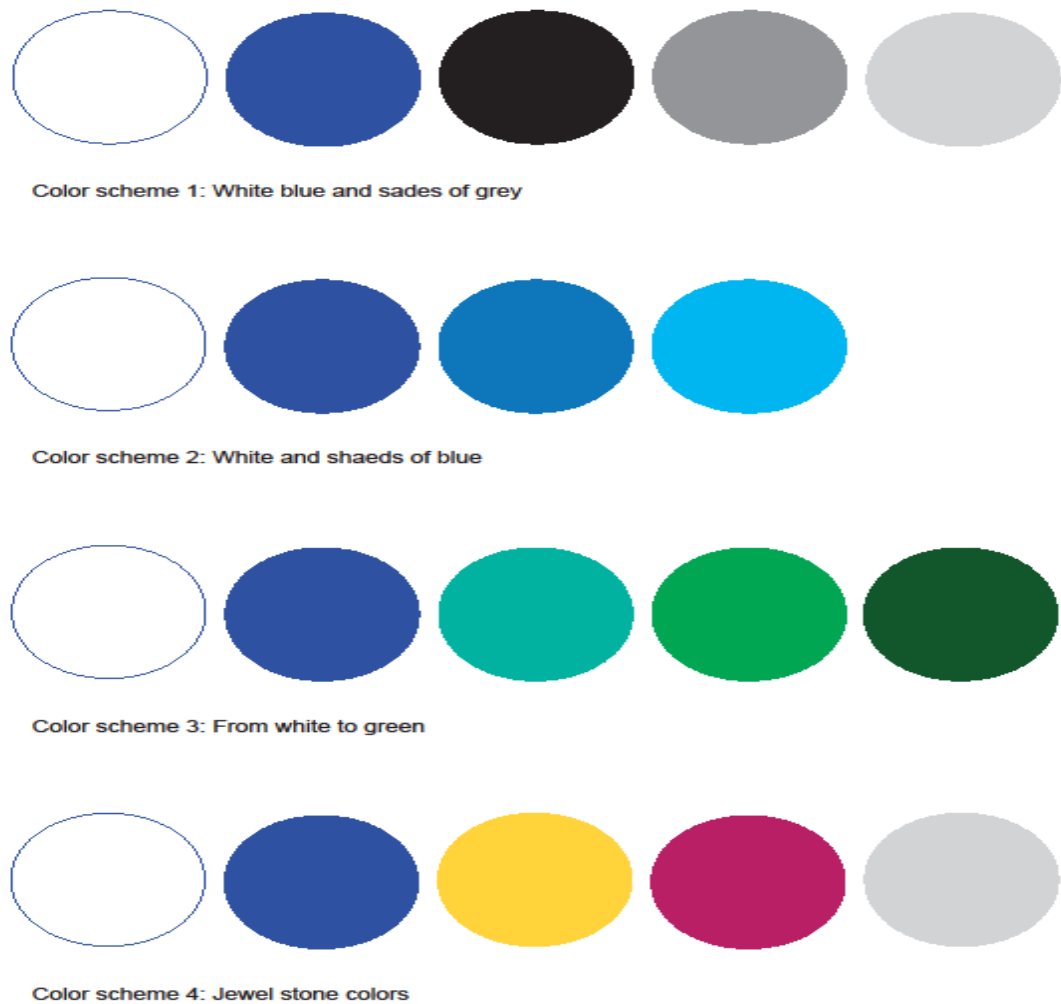
In Finland white is associated with good local quality and purity, and black is the colour of sorrow but also associated with style or being stylish. Blue in other hand is associated with ice, water, sky, peace but also organization, intelligence and distance. (Ahjopalo-Nieminen 1999, 22.) I know that colour combinations of white and black are commonly used in all fields and I want something different. I will continue to use white as my base colour since it is so rarely used as a base colour in the craft field. I observed variety of colours in Fiskars art and craft village and in a market in Helsinki, where the common colours were black and brownish together with white or black. As a secondary colour I choose to use dark and warm blue that is little towards violets and reds. Blue is darker and has more depth in it than navy blue but not so dark that one might think that it is black. White and dark blue have a good contrast, and with other colours the effect can be much lighter and warmer also.

Actual colour scheme for the company was built together with the graphic designer. He made different colour scheme suggestions based on my choice of base colours selected from the search I made. Picture 15 shows my choice of colours where the rest of the colour scheme was built from.



Picture 15. My choice of colours.

He suggested different colour pallets to go with my choice of colours and some similar colours that he thought were better. (Picture 16.) I decided on a colour scheme that incorporates the white, dark purple-blue with a golden, somewhat mustard yellow. Additional colours are silver grey to black and white prints and red that diverts to pink to later usage. The colours are warm and welcoming, somewhat rare for a jewellery maker and colours are not that often used in the field. The mustard gives a pop of colour to the graphics and it is a warm colour associated with power and warmth, being a derivative from yellow.



Picture 16. Colour scheme suggestions.

Company logo was built based on my previously made initial sketch. It was rather complicated and too curvy to fit my desired simple and more modern look. Curvy features were also drawn out since many craftsmen uses curvy and hand written fonts. The letters h and j were used in the logo and the modification from the initial logo went through multiple phases. I was keen on keeping my initial idea over laying the letters, but with a simpler font the graphic designer wasn't able to produce anything that I was happy about and quickly we discard that idea and I let him work on his own and produce better solutions. (Picture 17.)



Picture 17. Initial idea.

After initial idea the logo developed a lot and the largest modification decision made is shown in picture 18. Simplification and modernizing are the key modifications that we did.



Picture 18. Logo building process.

During the actual design work the graphical designer wanted me to find how broad I wanted the design manual to be. Since I am not an expert on graphic design I collected some design manual lay outs and made my decisions based on those. One was so wide that it included all layouts for all kinds of textiles that the company could need, i.e. web graphics, business cards, admittance passes, financial statement book layout templates, catalogue layout templates, presentation layout

templates, paper knives, CD covers, lighters etc. I selected a basic set with envelopes, letter/print paper, business cards, catalogue-post cards, a paper bag layout template, a cardboard box layout template and signet template to use seal letters and package materials. In picture 19 I have gathered some inspirational pictures and ideas that I shared with the graphic designer.



Picture 19. Inspiration for the design manual.

In one design manual I saw a signet that had been used to stamp a logo on letters and I did an initial investigation on the signet used in nowadays in Finland. I did not find that it been used elsewhere than in some official papers by the state or schools. I founded the signet to be traditional and personal I asked if the graphic designer could see signet been used together with the graphics in paper products. He found the aspect to be very interesting and wanted to corporate with the idea.

Signet can be manufactured in Helsinki by local producer Oy Helsingin Leimasintehdas. (<http://www.leimasin.fi>) The actual signet is going to be produced later but the blueprint is done during this thesis process. (Picture 20.)



Picture 20. Signet model.

Signet shape was decided based on the workability factors. Outline makes the impression when stamped more clear and clean looking. Clear line between the pattern and excess wax. The oval shape was selected to fit around the letters most efficient way, since the letters are long and narrow the oval shape was best suitable for the usage.

I think when my business is new and it is placed in a cultural attraction it is important that people can take something with them and return to the subject when they have the time. In picture 21 is a business card model and in picture 22 a post card catalogue that shows a part of the collection and has contact information.



Picture 21. Business card model.

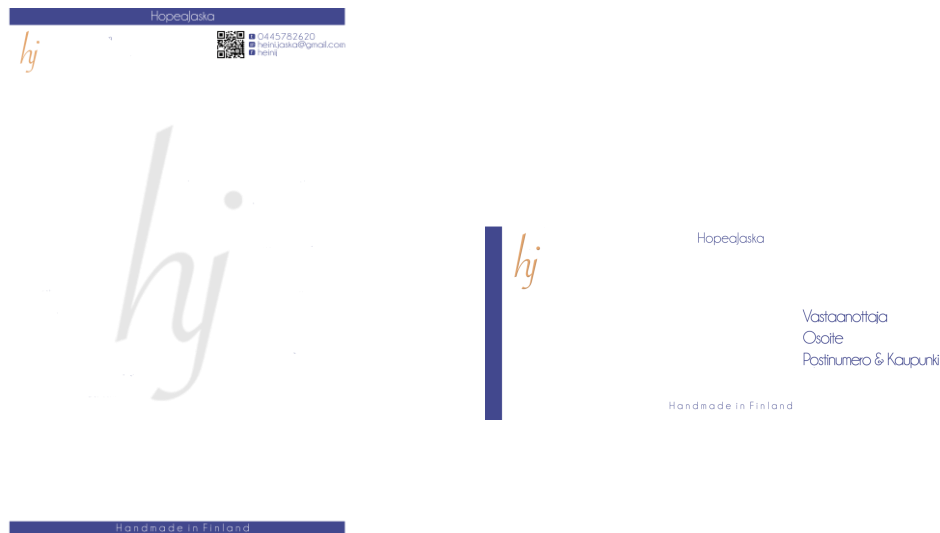


Picture 22. Catalogue card model.



Catalogue card alone is a too big piece of paper to attract so many people than the business card would. On the other hand I think large number of people just take something and do not think about it later on at all. I base this on last summer's observations where my friend gave out over 100 business cards and got only about 10 answers back during the summer. Business cards are good to have when building networks and contacting new suppliers or potential business partner

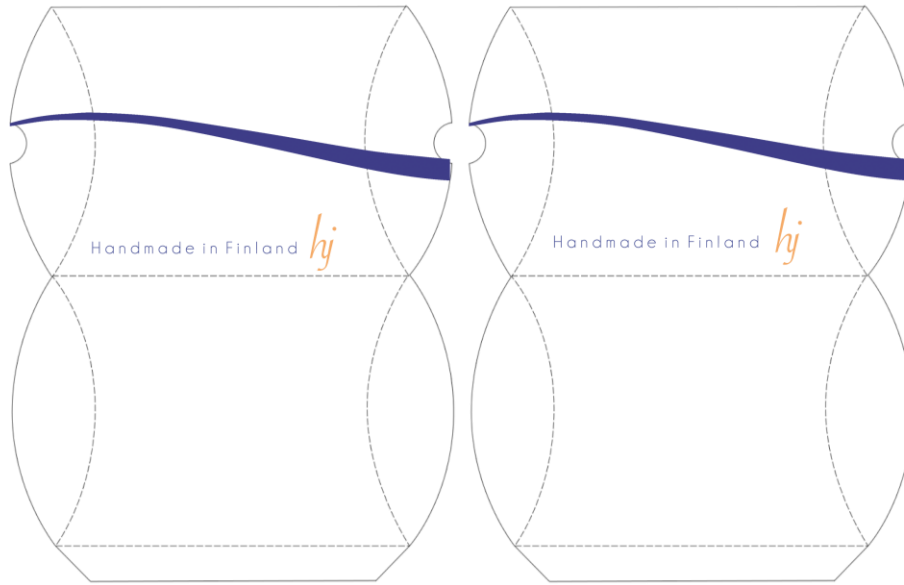
The graphic designer then started to work with my choices. The business card was built first since it represents the company in a concrete way and it differs from other graphics a bit. The business card is a little stronger when it comes to the colours and impressions; the packaging is left plain so that no one will store their jewellery in them, considering that silver will oxidize if not stored properly. The letter and print paper have a background graphic that is not taking over the paper but still is unique for the company. The same graphics recur in different layouts in different ways. After the logo building process the graphic designer had an even more clear view of what I am looking for and he was able to work on his own more freely. I returned to inspect the results later and we modified the graphics just mildly to a more delicate direction. The colour scheme was tested on a print and everything is ready. Document like A4 paper also has a black and white version of it to home print if necessary. (Picture 23.)



Picture 23. Colorful A4 print paper and envelop.



The only changes to the design manual were the package materials that were narrowed to one type of package: cardboard pillow boxes and an addition of price tags. I discarded the idea to also use paper bags that the boxes are also cheap but are a more professional form of packaging and can be printed more easily with good quality print. (Picture 24.).



Picture 24. Pillow box print layout model.

Price tags were added since I think it is important that people can see the price of the product especially when there are more people around and one might not want to interrupt on going conversations. (Picture 25.)



Picture 25. Price tag model.

## 5. EVALUATION

In the end thesis process taught me more about myself and ensured my decision to start my own business. I learned that anyone can start a business, and that the business does not need to grow to be the biggest jewellery business in the country. Small is actually good thing. By educating and sharing knowledge I also offer more than just products to customers, and by doing this I get a more personal relationship with my customers.

During the thesis process I investigated myself and my wants, beliefs and drivers. I found out that my motivation comes from the aspect of promoting local production, and when statistics show that the majority of Finnish people also wants to buy local products (Panos 2013), when it is possible I can see potential in my business. My values come from traditions and a down to earth attitude with a welcoming and easy to approach business model. These aspects are shown in the space design that incorporates the customer inside the manufacturing space; in addition I will openly share my knowledge and educate people to look after silver items other than just jewellery. I will later on establish a web page which will enhance this experience. This will exist as a blog based web page where I can keep in contact with my customers and have followers that I can inform when something new is coming.

Co-operation with a graphic designer also helped me to find deeper knowledge about myself. I am actually more open than I realized, I like attention and I certainly do not want to be a wall flower. Developing the graphics were a much longer process that I was expecting. I was not able to communicate first with the graphic designer on the same level and we got some unwanted results. After we got the common ball rolling the process was much faster, and in the end I got simple and very down to earth graphics that I can modify myself in Photoshop and in Illustrator.

The design manual consists at the moment of a business card template, letter or print paper template, packaging layout templates both for paper bags and cardboard

boxes, envelopes, catalogue-post card, signet blueprint, colour guide and used fonts and sizes. (Appendix 3.)

After the thesis work is done I will establish the company, Hopea Jaska. First steps after owning the name is to produce the materials designed for the company and renting a work space and furnishing the space for my purpose. I already own most of the needed elements and the rest are easily build or purchased with low budget.

After having the basics done I can focus on developing my products. I will start developing new pieces that will combine existing pieces to be collections. New collection are designed later since right now I have solid base and lots of existing products to choose from.

During the thesis work I established basic graphics for my company. Those graphics are in future also developed to suite a web design and company web pages are created. In the thesis the web page layout was already decided to be as a blog based web page were will be shown what is going on in the manufacturing space, what is new and what is under testing.

## **6. CONCLUSIONS**

The goal of the thesis was find deeper reasons for values and ideology behind them. During the process I learned a lot about myself and my own values and thinking. Working with my hands and with the promotion of local production was more important to me than I had actually thought, but I still have a business idea behind it and I am not a preacher of the subject. I have good and interesting products and the motivation to start the path of becoming an entrepreneur.

The graphics are much better that I could ever establish by myself. I think that the co-operation went well although I was not always able to explain my views clearly and the graphic designer needed to redo some of the work a couple of times. I learned that I need to develop my communication skills. I need to rehearse the

Finnish language grammar to produce more clear text with less mistakes on grammar.

The design manual is representing the business it is simple, delicate and modest. Graphics are not too squiggled, as is many times the case with graphics used by craftsmen. Some modification in the future will be done to the graphics. I do not totally agree with the graphic designer on some details such as the blue band on different documents. I asked could it be left out, but the graphic designer was keen on keeping it and said that it would make the documents more bordered and clear. I got the design manual, and since in the introduction I stage I will do the graphics in co-operation with the graphic designer, I did not yet want to modify the graphics.

During the process I learned a lot about myself and I wanted to learn more and more. At one point I ended up in a circle that I wanted to find more and more theories and books that would support my thesis. At some point I just realized that I would run out of time if I kept studying more and more about the same subject and I would end up being totally confused. That is why I focused on only the literature that guided me along the way and opened up my own view on different aspects and the impact level of those aspects.

The process of learning about myself and my company's values and wants was very eye opening. Reasons were there but with self-inspection I was able to find the deeper reasons and I am now able to communicate those values to others much more clearly and with fewer words.

In the end I think I achieved desirable results with general graphics and in the reasoning of the company wants, goals and values. I learned that it is more important to be true to myself than try to be something else. In the future I will apply for funding to have my own jewellery gallery show in small gallery. I will start the company, manufacturing and web pages. I will utilize in the web page the graphic features developed in the thesis process.



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## Picture References

Pictures 1-5: Own

Picture 6: Photos by Tero Nousiainen, Replay Factory

Picture 7: Photos by Tero Nousiainen, Replay Factory

Pictures 8-9: Own

Picture 10: [http://www.oitbackagard.com/bildgalleri\\_fi.html](http://www.oitbackagard.com/bildgalleri_fi.html)

Kiseleffin puistotie

Puistomestarin asunto

Vanha Sepän paja ja kanala

Päärakennus

Navetta

Navetan julkisivu

Pictures 11-13: Own

Picture 14:

Blue with a pier: <http://calmground.com/our-calm-ground-gallery/>

Drop of water: <http://www.working-conversations.com/calm-cool-and-collected-the-new-superpower>

Leafs: [http://all-free-download.com/wallpapers/nature/autumn\\_red\\_wallpaper\\_autumn\\_nature\\_wallpaper\\_1503.html](http://all-free-download.com/wallpapers/nature/autumn_red_wallpaper_autumn_nature_wallpaper_1503.html)

Flower: <http://rangan2510.deviantart.com>

Beach and tracks:

[http://wallpapersking.com/top/class134/12697/index\\_7.htm](http://wallpapersking.com/top/class134/12697/index_7.htm)

White flower: <http://www.ronbigelow.com/articles/dynamic-range-1/dynamic-range-1.htm>

Feather: <http://www.leemurray.info/hope-thing-feathers/>

Balloons: [http://www.bolia.com/de-de/sortiment/pendel/20-035-01\\_1152799](http://www.bolia.com/de-de/sortiment/pendel/20-035-01_1152799)

Child in a swing: <http://taylormsanders.wordpress.com/page/4/>

Pictures 15-18: Own

Picture 19:

Left column top: <http://ibrandstudio.com/inspiration/32-inspiring-design-studio-business-cards>

Left column middle: <http://www.hongkiat.com/blog/business-card-design-100-creative-examples-useful-tutorials-and-templates/>

Left column bottom: <http://inspirationfeed.com/inspiration/100-refreshing-black-white-business-cards/>

Middle column top: <http://www.photographyblogger.net/25-inspiring-business-card-designs-for-photographers/>

Middle column middle: <http://www.des1gnon.com/2013/06/mais-de-30-inspiracoes-em-cartoes-de-visitas/>

Middle column bottom: <http://www.pinterest.com/jennren1/business-cards/>

Right column: <http://www.behance.net/gallery/The-Makery/5765385>

Pictures 20-25: Own

## APPENDIX

Appendix 1: A list of questions

Appendix 2: Service points

Appendix 3: Design Manua



## A list of Questions

Who am I?

What are my strengths and weakness?

How I develop strengths even further?

How I can minimize my weakness?

What are my needs and interest point?

Why I will develop myself to a brand?

What I sell?

Who are my clients?

Why they want to do business with me?

What I can offer for them?

How I stand out from my competitors?

What type of communication I'm using?

What channels I use?

In which channels I'm selling?

Where I deal my co-operation relationships?

How I stand out from others in field of communication?

Service points

First step

- Brochure
- Advertisement
- Web page
- Heard from a Friend

Interest rises

- Search of information
  - web page
  - address and location
  - product line

Look into the subject

- visit
  - Ötbacka mansion
  - Store from outside
  - Entering with greetings welcome in
  - Jewellers
  - Person
  - Brochures and business cards
  - Conversation
  - Get knowledge and experience
  - See a product to build
  - Goodbye when leaving
- Web page blog
  - Getting knowledge
  - Jewelry line
  - Introductions

References to others good or bad



Content

1. Logo

Logo  
Colors  
Measurements

2. Typography

Fonts  
Usage of Fonts in different prints  
(Usage of fonts in web)

3. Graphics patterns and colors

The Line  
The Quar code

4. Variety of products

Business card  
Catalog card  
Envelop  
Letter paper A4  
Card board pillow box  
Signet  
Prize tag

## L O G O



Company logo is build from the initials of the name Hopea Jaska. Logo is has the initials of the person; Heini Jaska, who is manufacturing the products and establishing the company. Color of the logo is yellow that resambles of gold which is one material that is going to be used in product line.

## Colors



Yellow

CMYK: 0/43/61/0  
RGB: 249/167/106

White

CMYK:0/0/0/0  
RGB: 255/255/255

## Measurements

## Mittasuhteet

Sivujen suhteet toisiinsa: 772x455px  
Pienin koko: 17x7mm

# TYPOGRAPHY

Selected font was a Champagne & Limousines font has different font styles in different thicknesses this font is used in all print products. In body text is used regular Champagne & Limousines font, to advance something inside the body text Champagne & Limousines italic font is used. Bolded fonts can be used in headline or in subtitles. Other fonts are an Arial font used in electric communication. Arial is used because it's one of the most common fonts used and it is easy to read. Arial has also same options than the Champagne & Limousines font has in Italic, Bold and Italic Bold fonts.

Champagne & Limousines Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ  
abcdefghijklmnopqrstuvwxyzääö  
1234567890

Champagne & Limousines Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ  
abcdefghijklmnopqrstuvwxyzääö  
1234567890*

Champagne & Limousines Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ  
abcdefghijklmnopqrstuvwxyzääö  
1234567890**

Champagne & Limousines Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ  
abcdefghijklmnopqrstuvwxyzääö  
1234567890***

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ  
abcdefghijklmnopqrstuvwxyzääö  
1234567890

Arial Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ  
abcdefghijklmnopqrstuvwxyzääö  
1234567890*

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ  
abcdefghijklmnopqrstuvwxyzääö  
1234567890**

Arial Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ  
abcdefghijklmnopqrstuvwxyzääö  
1234567890***

## GRAPHIC PATTERNS AND COLORS

## The Line



Main purpose of the line is to break down large prints and give something to eye to follow. It's purpose is not take away the importance of a text but move the eye to follow the text. Graphic should be placed always on bottom so it doesn't interrupt the text. This graphic can be also used in black and white of course the colorful version is always the suggested version. When used in black and white the color is a shade of a grey.

## Colors



Blue

CMYK: 90/85/8/1

RGB: 66/72/142



Grey

CMYK: 52/52/50/48

RGB: 78/78/78

### The Quar Code



Code is used in information prints and customer can easily scan it and it directs the customer to the right web page. Qr code should be only used in formats that information is given like in business card and in a catalog card.



## Variety of products

Business card



Heini Jaska  
Muotoilija

 0445782620  
 heini.jaska@gmail.com  
 heinij


Hopeajaska  
Handmade in Finland




Catalog card

HOPEAJASKA

Handmade in Finland





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Envelope



Hopeajaska

Vastaanottaja

Osoite

Postinumero & Kaupunki

Handmade in Finland

Hopeajaska

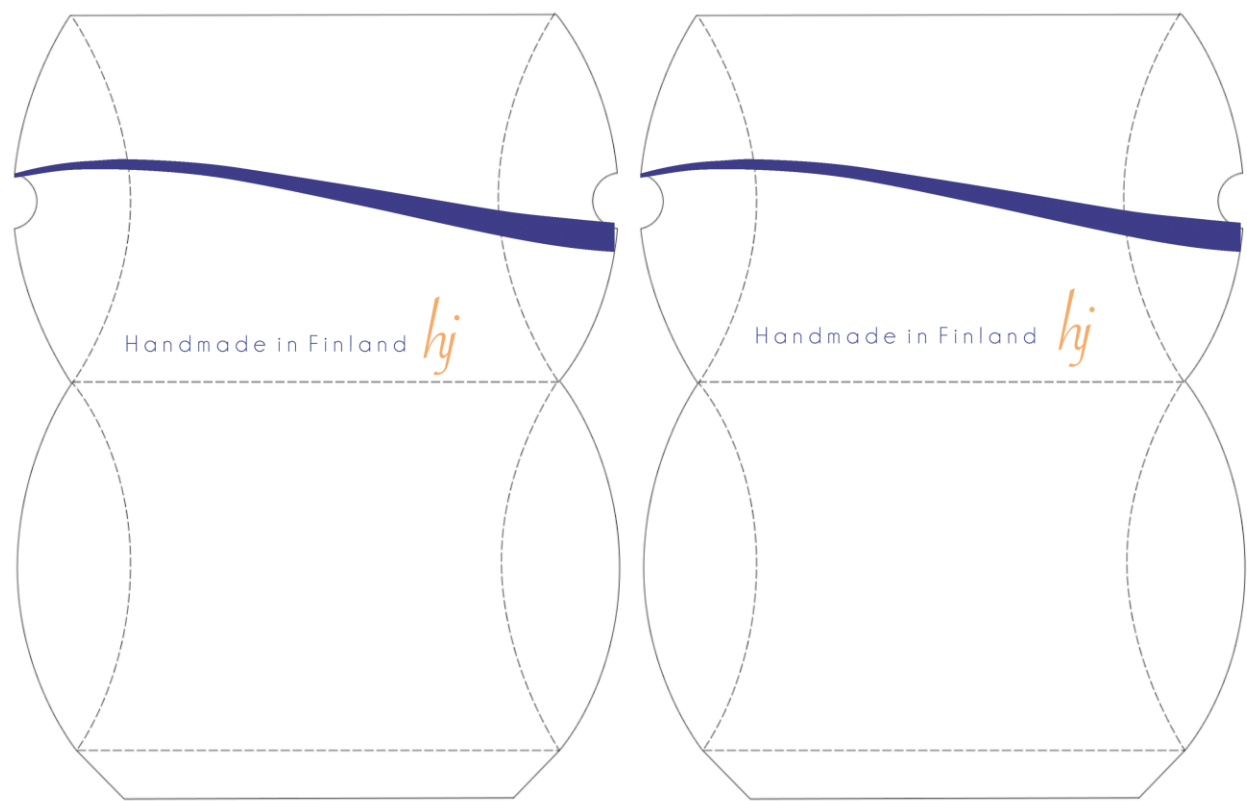


0445782620  
heini.jaska@gmail.com  
heini.j



Handmade in Finland

Cardboard pillow box





Price tag

